

O PARKER McDONALD, President
Philip Morris Inc.

The President Knows...



"WHY PHILIP MORRIS' PRODUCTS SELL SO WELL IN LOUISVILLE"

"Philip Morris is proud to be a part of the dramatic industrial growth of Louisville. We are growing with the city, having recently completed a new production wing on our modern Louisville plant—one of the world's largest, a new stemmery, and new leaf warehouses. Kentucky furnishes rich barley tobacco for our cigarettes and skilled personnel for our Louisville plant.

The people of Kentucky have supported the growth of our products...Philip Morris, Marlboro, Parliament, Seal and Benson & Hedges. In Louis-

vile—and in Kentucky—we consider *The Courier-Journal* and *Louisville Times* prime media. These distinguished newspapers have played a vital role in chronicling our growth and in conveying our advertising message to Louisville and Kentucky.

Just as Philip Morris is proud to be a part of the growth of Louisville, we are proud to be a part of the growth of *The Courier-Journal* and *Louisville Times*. We are proud to be a part of the growth of the Louisville community and the Louisville people.

Sell LOUISVILLE for all its worth!

A Whole New World When You Buy Newspapers! Circulation: 100,000 in Louisville.

The Courier-Journal • THE LOUISVILLE TIMES

1000 300 Daily Circulation • 17,500 Sunday • Published Monday by The Courier-Journal